

ECONOMIC DEVELOPMENT SPECIALIST

DEFINITION

To perform moderately difficult professional level assignments in economic development research, design, implementation, and monitoring of programs encouraging economic development in the City of Hayward.

DISTINGUISHING CHARACTERISTICS

This is a journey-level class responsible for professional duties related to the economic development of the City's private and public sector economy. Work involves responsibility for the application of professional knowledge and skills to effect research, analysis, planning, and implementation of economic development programs and requires the frequent use of independent judgement. Specialized knowledge of financial analysis and business development techniques is required.

SUPERVISION RECEIVED AND EXERCISED

General supervision is provided by a higher level administrator. Assignments may require providing lead, technical, or functional supervision to technical and clerical positions.

EXAMPLES OF DUTIES

Duties may include but are not limited to the following:

1. Design, implement, and monitor the success of economic development programs such as small business assistance, commercial revitalization, business retention, and employment coordination.
2. Counsel small-business owners on ways to improve profitability and the appropriateness of real estate acquisition.
3. Analyze proposed commercial and/or industrial projects requiring City assistance or approval for their financial feasibility and potential impact on commercial development.

EXAMPLES OF DUTIES - continued

4. Prepare loan package for submission to SBA-approved lenders.
5. Conduct marketing of the City's available economic development programs.
6. Assist in the preparation and submission of proposals for funding economic development activities.
7. Update existing city economic development data, and develop efficient methods of maintaining current, needed data on real estate trends, employment/training efforts and related issues.

QUALIFICATION

Knowledge, Abilities and Skills

- A. Knowledge of technical assistance techniques used in addressing such issues as economic development strategy formation, commercial revitalization, business attraction and retention, and small business loan packaging and counseling.
- B. Knowledge of business and financial instruments and concepts relative to loan packaging.
- C. Knowledge of methods and sources used in analyzing local economic trends and industry trends.
- D. Knowledge of methods in evaluating small business potential.
- E. Knowledge of federal, state, and other resources for economic development and business assistance.
- F. Ability to use financial analysis techniques such as liquidity tests, debt coverage, cash-flow analysis and capitalization analysis.
- G. Ability to communicate clearly and concisely, orally and in writing.
- H. Skill in public and interpersonal relations in a group setting or in a one-to-one situation.

EXPERIENCE AND EDUCATION

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Three years of recent progressively responsible professional experience in public economic development planning, business administration, or business management, including specific experience in financial analysis.

Education:

Graduation from an accredited college with a Bachelor's Degree in Planning, Economics or Business Administration. Graduate degree in an appropriate field may be substituted for one year of experience.

PROBATIONARY PERIOD: One year

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AAP GROUP: 4

FPPC STATUS: Designated

FLSA STATUS: Exempt